



Learning From the Masters: **HOW TOP BRANDS DOMINATE ON TIKTOK**

with Duke Duong & Mitchell Huibers

24th November 2022, 11am



Hi, I am Duke.

Online Marketing Manager @facelift
Content Creator & Influencer @trans.parenz



Hi, I am Mitchell.

Account Executive @digimind

The perfect mix for your social media marketing.



Agenda

1. Top Brands on TikTok
2. Best Practices B2C & B2B
3. Learnings from top brands
4. Earned Media Approach
5. Consumer & Influencer Insights
6. Google Success Story
7. Tips: Content Creation
8. Cooperations with Creators
9. Q&A



**How much time do users spend on
TikTok per day on average?**

How much time do users spend on TikTok per day on average?

53 minutes per person per day.

<https://www.renolon.com/average-time-spent-on-tiktok/>

**What do you want to achieve for your
company with TikTok?**

What do you want to achieve for your company with TikTok?

TikTok offers a great scope for creativity & authenticity and opportunities for new audiences.

The Top Brands on TikTok.

nickelodeon™



FORTNITE



Wendy's

ASOS
discover fashion online



ESPN.



MAC



GYMSHARK



HBOMAX



NETFLIX



PRADA



MARVEL



KYLIE COSMETICSSM
BY KYLIE JENNER

ZARA

Dior



HUDA BEAUTY

Best Practices (B2C).

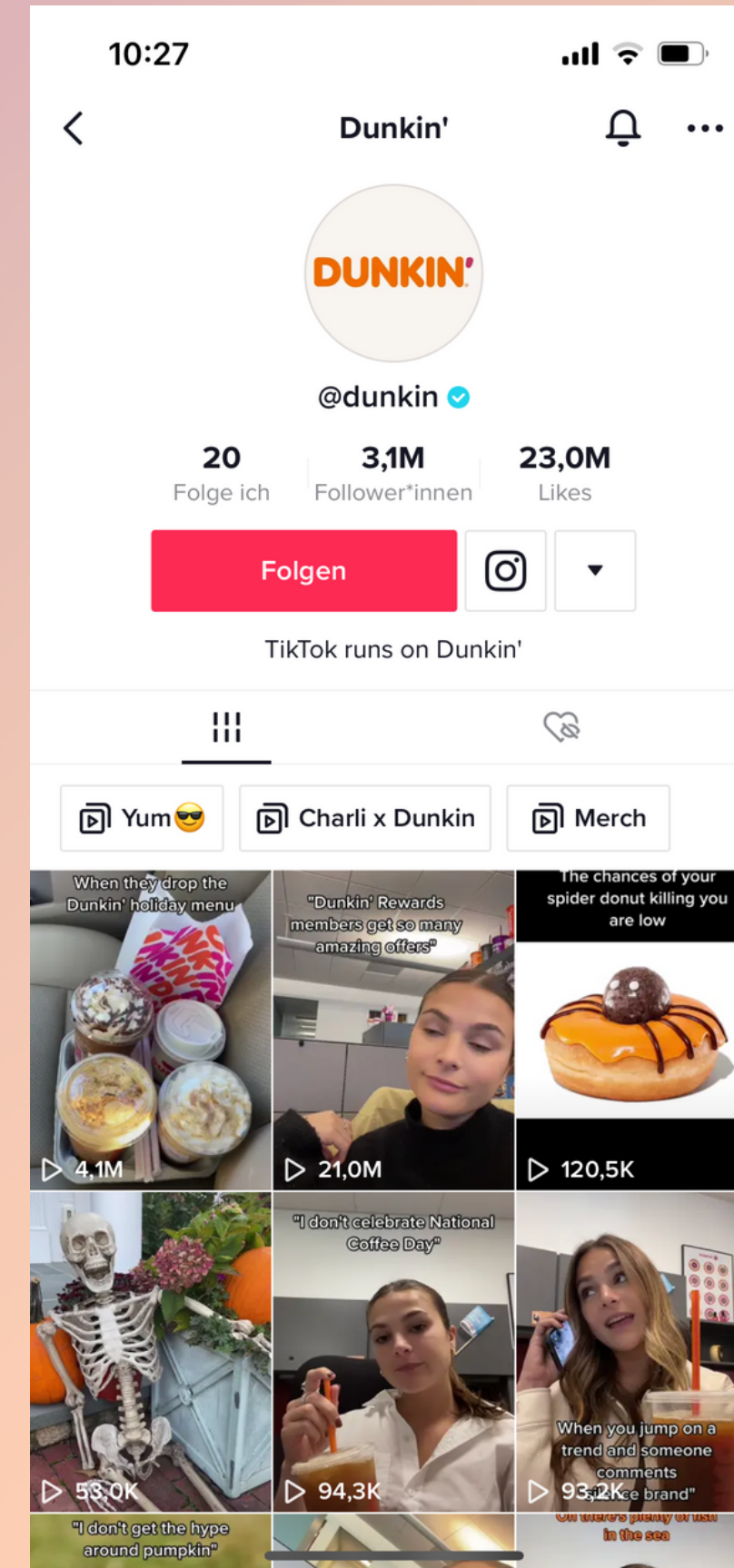
Dunkin Donut

Posting frequency: 3-4 videos per week

Video Length: <15-20 sec.

Hashtag Usage: 0-4

Text Length: <250 number of characters



Best Practices (B2C).

Dunkin Donut

Music & Sounds: a mix of original sounds, music and viral OG sounds

Content: "Behind the scenes" production, taste tests, funny viral trends



Best Practices (B2B).

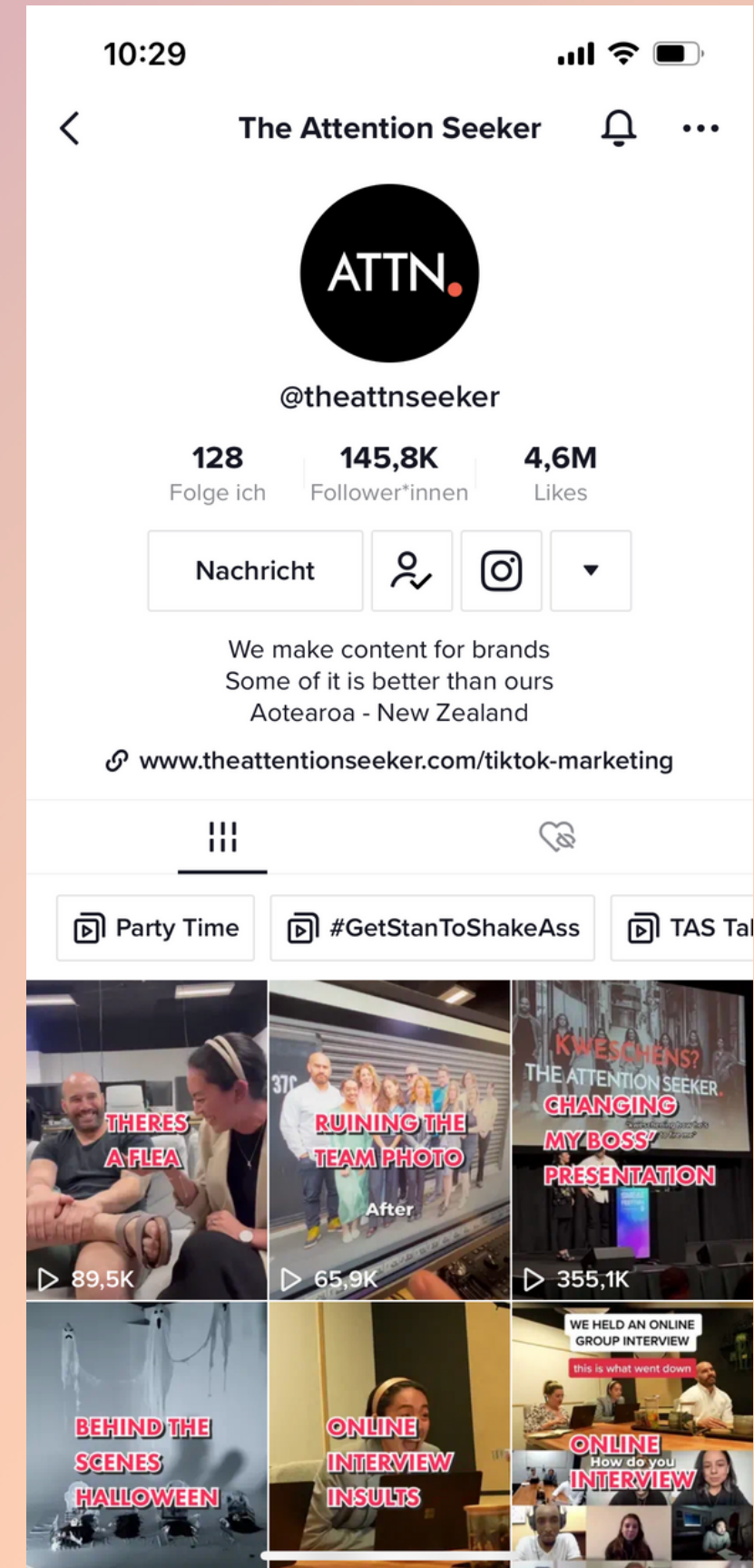
The Attention Seeker

Posting frequency: 2-3 Videos per week

Video Length: 30-60 sec.

Hashtag Usage: 0-4

Text Length: <200 number of characters

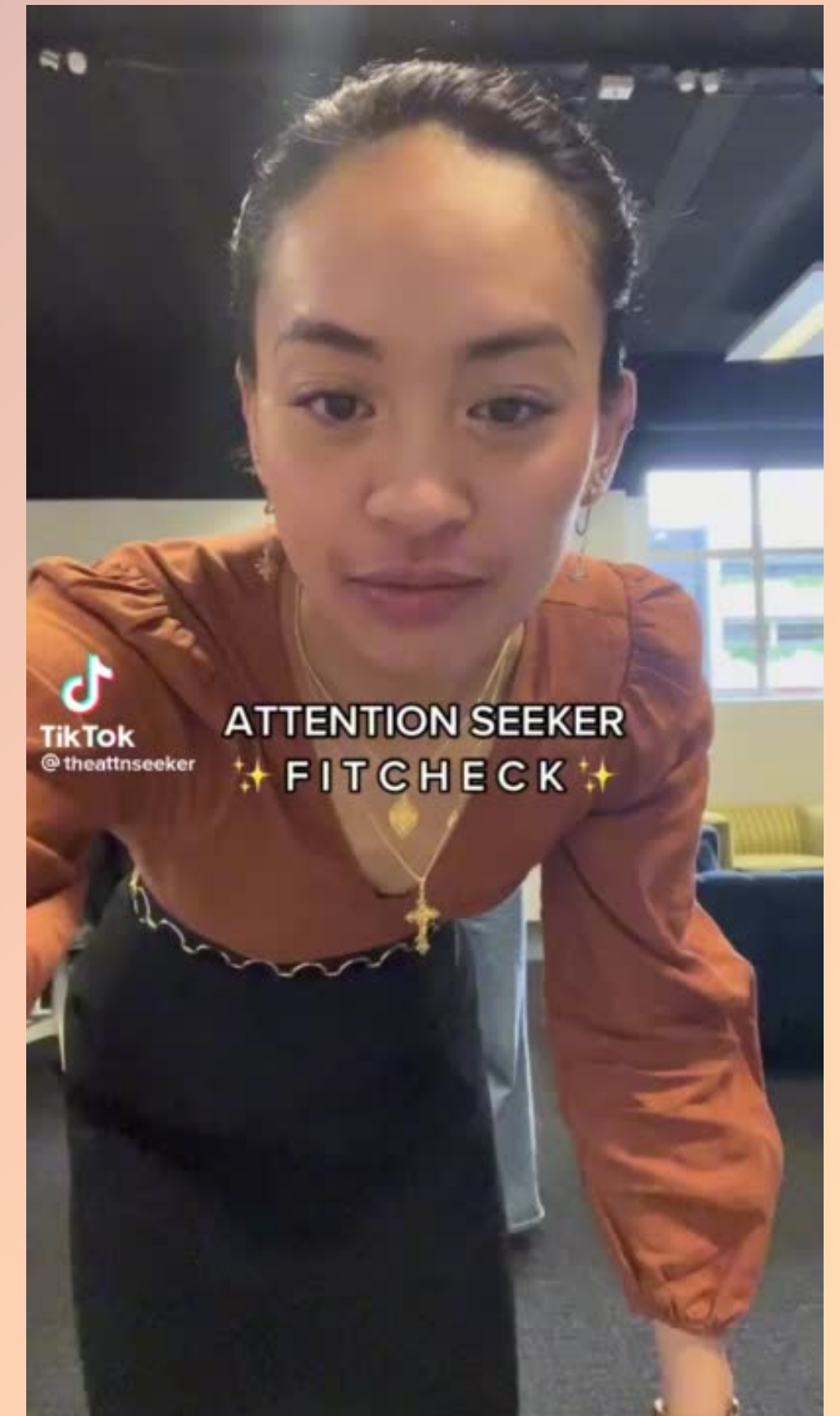


Best Practices (B2B).

The Attention Seeker

Music & Sounds: mostly original sound, also viral OG sounds

Content: funny presentation from the tiktok manager, insights from an agency, office outfit checks



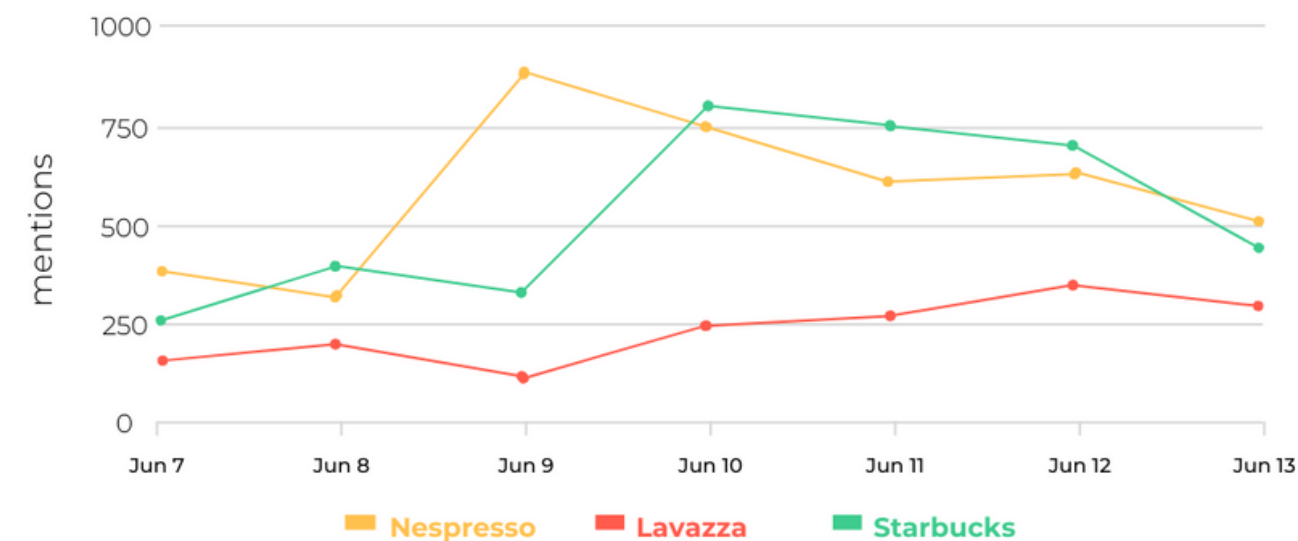
Our Learnings.

1. Post regularly (min. 1x a day)
2. Don't forget the weekend!
3. Create short videos of 10-40 seconds
4. Use longer texts and relevant keywords
5. Use relevant hashtags that are specific and match the content (1-5)
6. Incorporate viral music and sounds from TikTok when possible.
7. Create content that is entertaining - but always stay authentic!
8. Subtitles are important



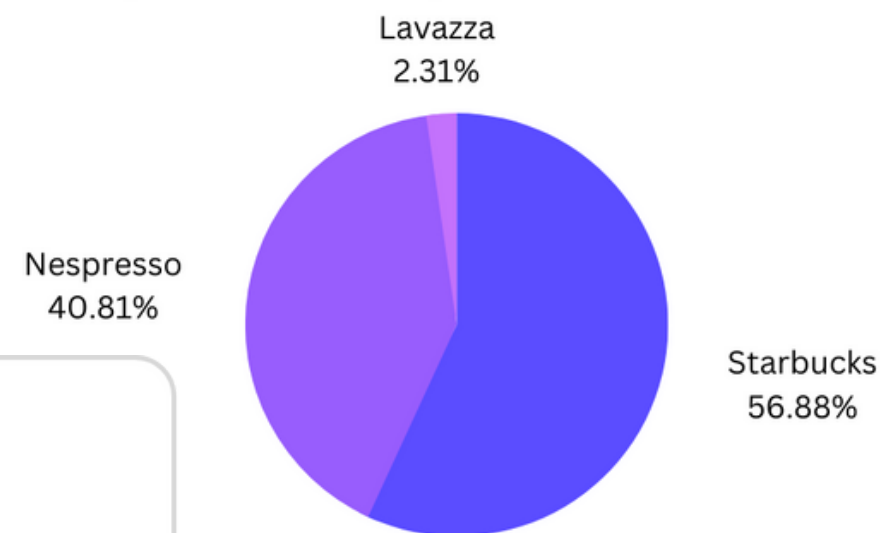
Trendline on TikTok

between Jun 7, 2022 and Jun 13, 2022

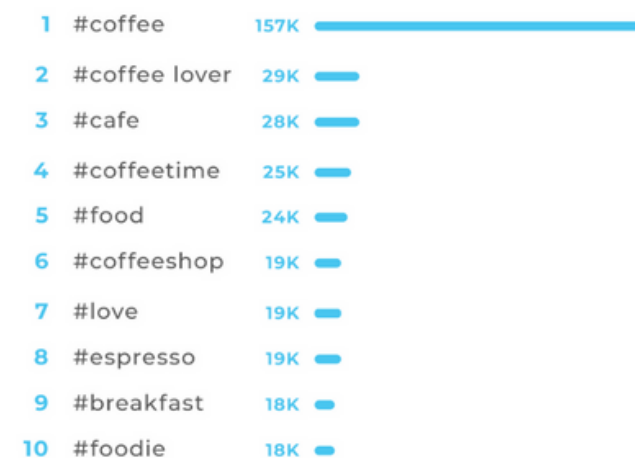


Share of Voice on TikTok

between Dec 15, 2021 and Jan 13, 2022



Top Hashtags



Earned Media Approach.

How is the competition talked about?

- What content/hashtags are working well? (Product reviews/life hacks/etc.)
- What is the sentiment about it?
- How often are people talking about us vs. the competition?
- Which hashtags are already being used by competitors?
- Is my hashtag monitorable and unique?

TIKTOK RANKING 2 INTERACTION 56.7K 24 MIN AGO



Joyce Wheeler

@joyce_wh_

The service was so slow even though not crowded. The coffee tastes a bit weird. I had Latte today and didn't finish it. The ice melted quickly due to the warm weather and latte is too much milk. #starbucks #slowservice



NEGATIVE

STARBUCKS

SLOW SERVICE

WEIRD TASTE



Key Topics Discussed on TikTok

between Dec 14, 2021 and Jan 13, 2022



Consumer/ Influencer Insights for Content Inspiration

- What topics are discussed by small and large TikTok accounts?
- Which micro influencers are there?
- Which subtopics are mentioned?



Consumer Inspections

to adjust content strategy.

Customers

Google is a leading internet search engine company that offers a range of products and services to Internet and mobile users around the world

Challenge

Google seeks to understand the conversational sphere on TikTok in Indonesia to explore how this platform can be used to drive brand awareness among Generation Z

Solutions

Hashtags for Google products and key competitors were monitored to assess the volume and sentiment of conversations on TikTok in Indonesia. Through the project, Google was able to understand and assess conversation topics and trajectories, which in turn enabled it to formulate a content strategy that leverages its popular products and engaging content types for Google's TikTok pilot account, which launched in January 2022.



25 Monitored product hashtags



3 Analysis of competitors in terms of strategic performance



7 Content types by category





Tips Content Creation.

Duke will tell you five tips!



Tips Content Creation.

More Dos:

- Create a common thread - this increases the recognition value
- Show faces, be approachable & authentic
- Fast editing technique and cut out pauses
- Be either funny, informative or entertaining
- Use subtitles

Tips Content Creation.

Your Don'ts:

- Long narratives and also none that lead to nowhere
- Posting without concept or plan
- Be too promotional
- Post irregularly



Cooperations with Content Creators.

- Many brands book famous content creators to reach more people.
- Content with CC are less seen as advertisement.
- Only do this when the content creator fits to your strategy.
- Do not overbook. More CC doesn't always mean more reach.

Time for your questions!

Thank you for joining!

Feel free to connect and follow us on LinkedIn
for more insights and tips:

Duke Duong (facelift) & Mitchell Huibers (digimind)

More about quintly by facelift:
www.quintly.com

More about facelift:
www.facelift-bbt.de

More about Digimind:
www.digimind.com